

SUN Trail
Logo Usage Guidelines



The SUN Trail Logo

A radiant sun motif with a gentle gradient from reddish orange to yellow over a swirling blue pattern, locked within a bold black outline.

The inspiration for the design is Swift Creek Complicated stamped pottery. This pottery is associated with the Swift Creek archaeological culture, a Middle Woodland Period culture dating from approximately 100-800 AD in Florida, Georgia, Alabama, South Carolina and Tennessee. Other Florida archaeological cultures, including Santa-Rosa Swift Creek and early Weeden Island assemblages also incorporated designs with complex curvilinear patterns.

In Florida, large Swift Creek village sites are found mostly in the Panhandle but the distribution of the complicated stamped pottery type spreads over a much larger portion of the state. The patterns were first carved into a wooden paddle, which was used to stamp the design into the soft clay walls of the pottery before it was fired.

The logo is designed to be recognizable at a distance.



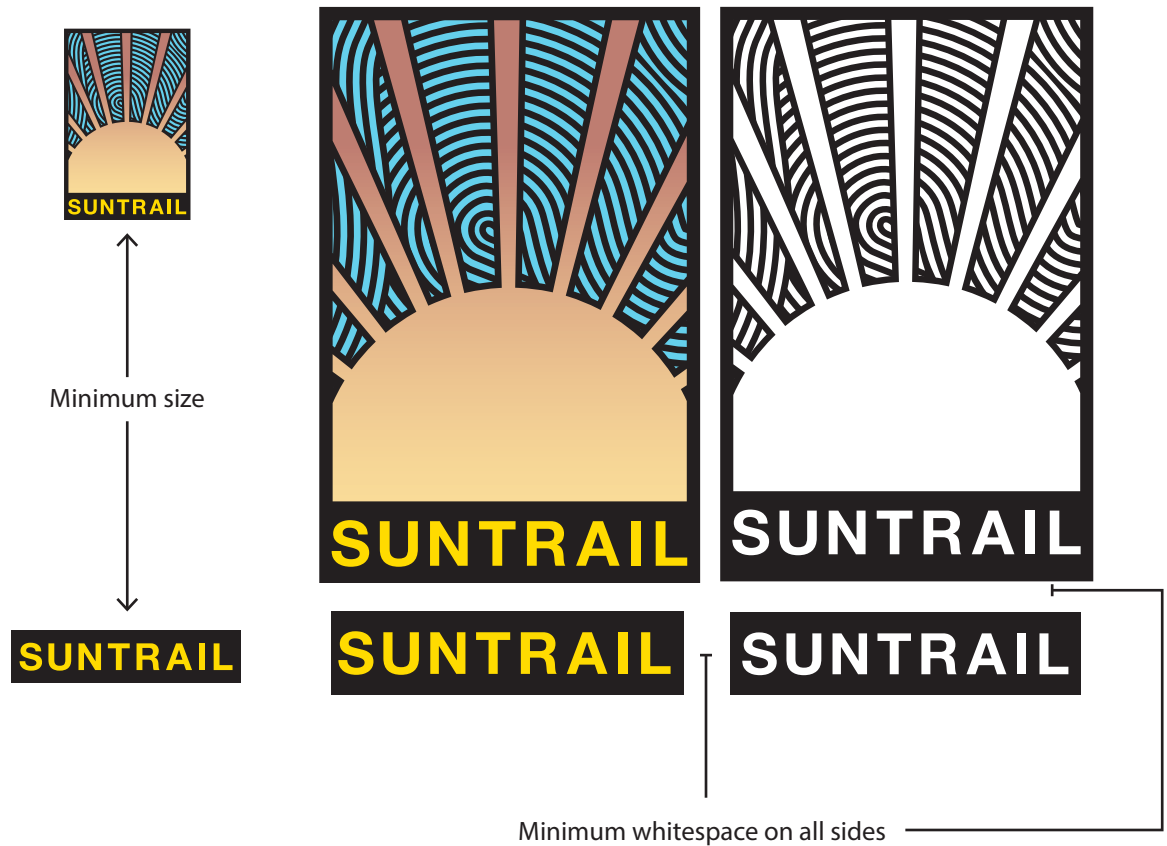
Logo display

There are two versions of the SUN Trail logo, the full logo and the logotype. In addition there are black and white versions of each. When possible use the full color logo. The logotype is to be used sparingly, only in instances where space would not allow for the use of the full logo, for instance on a promotional item like an ink pen.

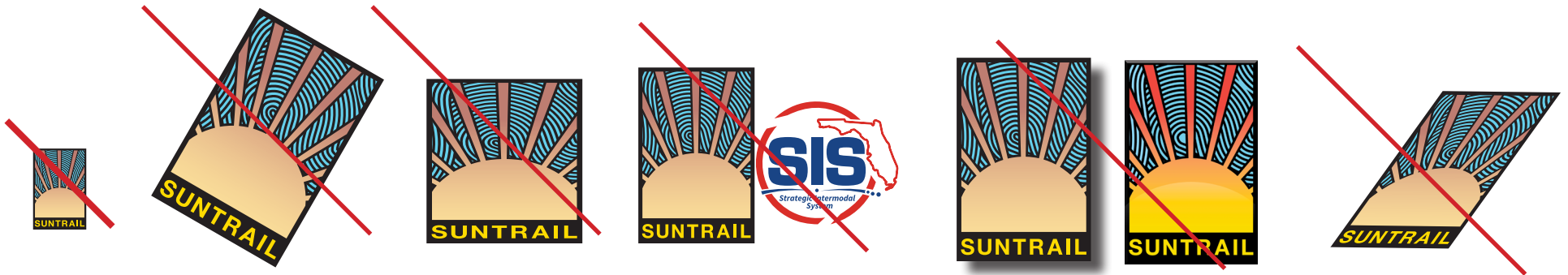
Do not place the logo on an overly busy background. Placement of the logo should allow for .20" of white space at a minimum on all sides in print and 16pixels for a digital format. **Do not** place additional elements such as other logos closer than .20" near the SUN Trail logo. Do not display the full logo smaller than 1" in height for print and 71 pixels in a digital format. The logotype should not be displayed smaller than 1.25" in length for print and 92 pixels in length for a digital format.

Do not modify the logo in any way. This includes adding effects such as drop shadows, beveling 3d effects, or changing or adding color. **Do not** distort the logo in any way, this includes skewing or changing the proportions to fit into a space. If there is not enough room for the logo to fit with the proper amount of white space, consider using the logotype or adjust the design to allow for proper use of the logo.

Do not display the logo in any other direction. For instance, do not display the logo on a diagonal.



Examples of incorrect display of the logo



File formats

The logo is saved in multiple formats. These are .eps, .png, .pdf. Using the right format for the right application is critical for the proper display and output of the logo. A common mistake is the use of the .jpg or JPEG file. **JPEG is a acronym for Joint Photographic Experts Group. This format is for photographic images only, not logos. Do not save the logo as a JPEG.** The proper format for print is .eps. If the .eps file cannot be used, use the .pdf. For all digital applications including Power Point, use the .png file.

There are instances where the logo will need to be opened in a program that is not a graphics program (such as Microsoft Word) for print. In this instance, if the .eps or .pdf cannot be used, use the high resolution .png file. **Do not attempt to enlarge a .png file.** This will result in a loss of resolution. The .eps and .pdf files are a vector format, therefore resolution independent and may be enlarged or reduced without a loss of quality. **Do not** use a .eps for digital applications. It is in a cmyk colorspace and will not display properly on screen.



↑
The result of a .jpg or an enlarged .png in print



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Proper vector format

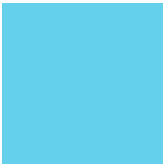




Color

When printing on a commercial press, and for the best color consistency Pantone spot color should be used. There are four spot colors within the logo design. The color is built into the logo therefore nothing needs to be specified for the printer. The spot colors are listed below for reference.

If costs do not permit spot colors on a press, the CMYK equivalents will be used. This conversion should be done by the printer, however it is recommended that the printer is notified so that additional spot color plates are not created. The CMYK equivalents are listed below for reference. **Do not attempt to re-color the logo.**

When the logo is displayed digitally the color mode should be RGB. The .png files are built in that colorspace. Nothing further needs to be done.



					
PMS	821C	130C	Warm Red C	Yellow C	100% Process Black
CMYK	49.4/0/5.3/0	1.77/37.86/100/0	0/87.4/79.9/0	2.38/8.71/100/0	100% Process Black
RGB	115/207/235	245/168/28	240/72/62	253/221/0	100% Process Black